

Listing of the Claims:

1. (currently amended) A method for formatting and coding content for storage and delivery, comprising:

providing at least two different formats for content storage;

receiving a coding and formatting request in one of at least two different formats from a user, the coding and formatting request comprising at least one auxiliary service request;

analyzing parameters contained in the coding and formatting request from said user;

configuring a formatting codec in one of at least two different formats for content delivery using the analyzed parameters;

decoding, formatting, and coding target content using the configured formatting codec, ~~whereby to produce coded target output content is produced~~ in accordance with the coding and formatting request received from the user; ~~and~~

routing the coded target output content to one or more target addresses; and

~~wherein the method further includes processing~~ at least one auxiliary service ~~service, the that comprises processing comprising:~~

analyzing ~~the at least one auxiliary services processing requests service request~~ associated with the at least one auxiliary service based on the analysis of the parameters contained in the coding and formatting request,

configuring one or more auxiliary services processes to generate at least one requested auxiliary service ~~service~~ based on the analyzed at least one auxiliary service request, and

outputting the requested at least one auxiliary service ~~service~~, wherein the outputted at least one auxiliary services service ~~are is~~ combined with the coded target output content.

2. (canceled)

3. (currently amended) The method of claim 1, further comprising parsing the requested at least one auxiliary services service and time code data.

4. (original) The method of claim 3, further comprising synchronizing auxiliary service time code data and content time code data.

5. (currently amended) The method of claim 1, wherein the at least one auxiliary services-service comprises one or more of closed captioning, descriptive video narration, alternative language audio, content rating, critical review information, device control and commands, future content schedules, advertising, targeted advertising, text and data services, interactive services, and content metadata.

6. (currently amended) The method of claim 1, wherein the at least one auxiliary services-service ~~are~~ comprises a plurality of auxiliary services that are combined with requested source content, the method further comprising:

separating the plurality of auxiliary services from the requested source content;

processing the separated auxiliary services; and

combining at least one of the selected-processed separated auxiliary services with the coded target output content.

7. (canceled)

8. (original) The method of claim 1, further comprising polling formatting and coding resources, wherein available formatting and coding resources are identified.

9. (original) The method of claim 1, further comprising:

reading target content routing address information; and

configuring one or more target content routers based on the address information.

10. (currently amended) An apparatus comprising:

a processor configured to execute at least one software module that causes the apparatus to:

provide at least two different formats for content storage;

receive a coding and formatting request in one of at least two different formats from a user, the coding and formatting request comprising at least one auxiliary service request;

analyze parameters contained in the coding and formatting request from said user;

decode, format in at least one of two different formats for content delivery and code target content in accordance with the coding and formatting request received from the user; and

route the coded target output content to one or more target addresses; and

process at least one auxiliary service~~service~~, the processing comprising:

analyzing the at least one auxiliary service requests-request associated with the at least one auxiliary service based on the analysis of the parameters contained in the coding and formatting request;

configuring one or more auxiliary services processors to ~~supply-generate the at least one requested auxiliary service~~service based on the analyzed at least one auxiliary service request; and

outputting the requested at least one auxiliary service~~service~~, ~~whereby the outputted auxiliary services are in combined-combination~~ with the coded target output content.

11. (canceled)

12. (previously presented) The apparatus of claim 10, wherein the at least one software module, when executed by the processor, causes the apparatus to:

parse auxiliary services and auxiliary service time code data.

13. (previously presented) The apparatus of claim 12, wherein the at least one software module, when executed by the processor, causes the apparatus to:

synchronize the auxiliary service time code data and content time code data.

14. (currently amended) The apparatus of claim 10, ~~whereby~~ wherein the at least one auxiliary service comprises a plurality of auxiliary services that are combined with requested source content, and wherein the at least one software module, when executed by the processor, causes the apparatus to:

separate the plurality of auxiliary services from the requested source content;
process the separated auxiliary service; and
combine at least one of the ~~selected~~ processed separated auxiliary services with the coded target output content.

15. (canceled)

16. (currently amended) The apparatus of claim 10, wherein the at least one auxiliary ~~services~~ service comprises one or more of closed captioning, descriptive video narration, alternative language audio, content rating, critical review information, device control and commands, future content schedules, advertising, targeted advertising, text and data services, interactive services, and content metadata.

17. (previously presented) The apparatus of claim 10, wherein the at least one software module, when executed by the processor, causes the apparatus to:
poll formatting and coding resources; and
identify available formatting and coding resources based on said polling.

18. (previously presented) The apparatus of claim 10, wherein the at least one software module, when executed by the processor, causes the apparatus to:
read target content routing address information.

19. (previously presented) The apparatus of claim 18, wherein the at least one software module, when executed by the processor, causes the apparatus to:
configure one or more routers of target content based on the address information.

20. (previously presented) The apparatus of claim 10, wherein the parameters contained in the coding and formatting request comprise one or more of a physical address, a logical address, coding parameters, compression parameters, format description, content size, description of auxiliary services, and metadata elements.

21. (previously presented) The apparatus of claim 10, wherein the at least one software module, when executed by the processor, causes the apparatus to:

apply forward error correction coding to target output content.

22. (original) The apparatus of claim 10, wherein the target addresses include one or more of an aggregator local storage and a user terminal.